

KOTESOL SPONSORSHIP 2024 RATES

3 Options for Sponsorship Rates

1. **Posted Rates**
2. **Partnership Discount (pre-paid)**
3. **Annual Plateau Rates**

All three options are available to any given organization.

1. **Posted Rates**

All purchases are invoiced on posted rates.

2. **Partnership Discount (pre-paid membership)**

All purchases are invoiced at discounted rates after partnership dues have been paid.

- Dues: 1,000,000won per Calendar year.
- Discount: 40% on all posted rates.
- Discount is not retroactive.

3. **Annual Plateau Rates**

Purchases are invoiced at posted rates until purchases meet the defined plateau (annual minimum purchases), at which point all additional activity is based on a discounted rate.

- Plateau: 2,000,000won purchase minimum in Calendar year.
- Discount: 25% discount on posted rates for activity beyond plateau.
- Not retroactive.

SECTION I. PRINT PUBLICATIONS (per-issue rates)

TEC (magazine) (color pages only) PDF-online/download, hardcopy upon request (opt-in)

- Premium - Back-cover Outside 400,000 won
- Premium - Inside Covers 350,000 won
- Premium - Select Internal Pages Not Available
- Standard - Internal Pages 200,000 won

Journal PDF-online/download, hardcopy upon request (opt-in)

- Premium - Back-cover Outside Not Available
- Premium - Back Cover Inside 200,000 won (color)
- Premium - Select Internal Pages Not Available
- Standard - Internal Pages 100,000 won (B&W only)

Proceedings PDF-online/download

- Premium - Back-cover Outside Not Available
- Premium - Front Cover Inside 350,000 won (color)
- Premium - Back Cover Inside 350,000 won (color)
- Premium - Select Internal Pages Not Available
- Standard - Internal Pages 100,000 won (color)

KOTESOL News & Happenings PDF-online/download

- Standard - Internal Pages 100,000 won (color)

Contact: sponsor@koreatesol.org

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SECTION II. WEBSITE / EMAIL BANNER ADVERTISING

Website Banners <https://koreatesol.org/webverts> (width x height – pixels) 2-month bundle
Shared space rates – exclusive slot at 167%

- Body Top - front page only or Conference front only (620 x 80) 200,000 won
- Content Body Bottom - All website pages (620 x 80) 150,000 won
- Side 1 (top) (above search bar) - Most pages of website (276 x 90) 150,000 won
- Side 2 (below conferences box) - Most pages of website (276 x 90) 80,000 won
- Side 3 (below Side 2) Most pages of website (276 x 135) 100,000 won
- Side 4 (below Events listings) - Most pages of website (276 x 300) 100,000 won

* **Please note – a major website update is planned for 2024.**

KOTESOL News (monthly email) <https://koreatesol.org/webverts>

- Size: w x h (pixels) 300x300 75,000won/month OR 3 month package 200,000won

SECTION III. 2024 INTERNATIONAL CONFERENCE

Seoul (Sookmyung Women's University) plus limited online <https://koreatesol.org/ic2024>
Anticipated 550 participants, 160 sessions onsite; 30 recorded "open-access" sessions online.

Conference Book Combo - Full-book online-PDF, Printed timetable booklet

- Premium - Back-cover Outside 400,000 color, 300,000 B&W (color priority)
- Premium - Inside Covers 350,000 color, 250,000 B&W (color priority)
- Internal Pages 200,000 (printed booklet is B&W only)

ONSITE Displays

Basic Display (180cm x 90cm table, 2m x 2m floorspace, 220v/5amp power outlet)

- Single Table – 400,000won, additional tables – 250,000won each

ONLINE Displays

(See Website Banner information, above)

- Conference Website (only) banner/link: 100,000w
- Link on Youtube end title card – All recorded sessions (YouTube open-access before, during, and post-event): 150,000w

ONSITE Promotional Presentation Sessions

- with a Booth – 200,000won
- without a Booth – 300,000won

ONLINE Promotional Sessions (Youtube open-access before, during, and after conference)

- with a Booth – 100,000won
- without a Booth – 200,000won

Attendee Goodie-bags, Staff T-shirts sponsorship options. (Contact us for costs)

SECTION IV. National Conference 2024 with ESBB

Hybrid Conference – Gwangju National University of Education and online <https://koreatesol.org/nc2024> AND Edzil.la Conference Management System
Anticipated 250 participants, 100 sessions onsite; PLUS 100 participants, 30 recorded sessions online.

ONLINE mobile app/platform (visibility pre-conference through post-conference, onsite attendees too)

Packages

- Platinum (limit 1) – App Virtual display "booth" + 1st-level page-width banner advertisement on App landing page & banner/link on conference website: 250,000w
- Gold – App Virtual display "booth" + page-width banner advertisement on App landing page & banner/link on conference website: 200,000w

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National Conference 2024 with ESBB (cont.)

à la carte

- App Virtual display “booth” (upload videos, photos, text, links, coupons, and more): 100,000w
- App Page-width banner advertisement on landing page: 100,000w
- App Banner advertisement (page-width) on “live” (schedule) page: 150,000w
- Conference Website banner/link: 100,000w
- Link on Youtube end title card – All recorded sessions (YouTube open-access post-event): 150,000w

ONSITE Displays

Basic Display (180cm x 90cm table, 2m x 2m floorspace, 220v/5amp power outlet)

- Single Table – 200,000won, additional tables – 150,000won each

ONLINE Recorded Promotional Sessions (open-access before, during, and after conference)

- with an Onsite or Online Booth – 100,000won
- without a Booth – 150,000won

Conference Book Combo - Full-book online-PDF, Printed timetable booklet

- Premium - Back-cover Outside 250,000 color, 200,000 B&W (color priority)
- Premium - Inside Covers 200,000 color, 160,000 B&W (color priority)
- Internal Pages 100,000 (B&W only in printed book)

Attendee Goodie-bags, Staff T-shirts sponsorship options. (Contact us for costs)

SECTION V. OTHER ITEMS 2024

Smaller Conference Book (fewer than 250 attendees expected) – if offered

- Premium - Back-cover Outside 250,000 color, 200,000 B&W (color priority, if available)
- Premium - Inside Covers 150,000 (B&W only)
- Standard - Internal Pages 100,000 (B&W only)

Smaller Conference ONSITE Displays

- Single Table – 150,000won, additional tables (if available) – 100,000won each

Smaller Conference ONSITE Promotional Sessions

- 200,000won each (maximum 2)

Online Conferences or Online aspects of Face-to-Face Conferences not listed here

- To Be Determined.

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